

SUBSTITUTE ABSTRACT

A contents reproduction apparatus includes a contents reproduction part which can reproduce contents in a plurality of reproduction modes, including three-dimensional display, a recognition part which recognizes the attributes of an object that is included in the contents, a determination part which determines the reproduction mode of the contents on the basis of the conditions for the contents which are to be reproduced and the attributes of the objects that have been recognized by the recognition part, and a control part which controls switching between the plurality of reproduction modes on the basis of the reproduction mode that has been determined by the determination part. Herein, the contents reproduction part reproduces the contents in the reproduction mode that has been switched by the control part.